Research Committee

NAEB HEADQUARTERS

14 Gregory Hall
Urbana, Illinois

All definitions are, of course, subject to further revision as additional comments are received and developments warrant.

Definition of Responsibilities of NAEB Committees

(NOTE - An asterisk (*) preceding any definition indicates that it was formulated largely (and in some cases, entirely) on the basis of standards set up by previous committee chairmen.)

AWARDS AND CITATIONS COMMITTEE -- Each year determines whether NAEB Awards and Citations should be made, and if so to whom, for outstanding contributions to NAEB and to the general field of educational broadcasting. Committee recommendations are subject to approval by the Board of Directors. Presentations are made by the Committee on behalf of NAEB. The Committee shall be guided by standards for selection, established by the Committee, and approved by the Board. This Committee also may nominate, for consideration by the Board of Directors, persons the committee feels worthy of Honorary Membership in NAEB. (Revised, February 6, 1960.)

CONSTITUTION COMMITTEE -- This committee is responsible for keeping the NAEB By-Laws and Constitution up-to-date, in order that these documents may reflect the growth and interests of the Association. The committee may make recommendations for changes to the Board of Directors (either as a result of its own deliberations or as a result of suggestions from NAEB members), or may be called upon by the Board to prepare amendments desired by the Board, for submission to the membership for approval. (This committee works closely with the NAEB legal counsel.)

CONVENTION COMMITTEE -- This committee, so far, has been appointed each year on an annual basis, with members largely or wholly from the host city. Some thought needs to be given to a pattern which would also allow more continuty, assistance, and guidance to the host convention committee each year.

DEVELOPMENT COMMITTEE -- This committee shall have as its primary concern the development and maintenance of a firm and sound basis of support for the Association. The committee shall concern itself with the long-range problems of NAEB growth and development. It shall, in co-operation with the President and the Board of Directors, explore new and continuing support for NAEB. It shall, when deemed advisable, secure such support, in concert with the President and the Board. (Revised February 6, 1960.)

ENGINEERING COMMITTEE -- *This committee has formulated the following statement of objectives: A) To investigate new technical developments and ideas and their potential application to educational broadcasting; B) To review proposed FCC rules and regulations and legislations affecting or likely to affect operations or activities in which NAEB members are or might be engaged, and to make recommendations; C) To analyze, study and evaluate technical problems of NAEB or Individual members and to supply advice and counsel and make recommendations concerning their solution; D) To provide a continuing program to upgrade the proficiency of technical personnel; E) To promote increased interest and participation by technical personnel in NAEB affairs, activities, conventions and

regional meetings; F) To keep NAEB officers, committees and membership informed of committee activities through appropriate channels.

EXECUTIVE ADVISORY COMMITTEE -- An advisory committee to the President, for consultation on matters in which consultation of the entire Board is impractical or impossible because of time pressure. The President would normally ask, to serve in this capacity, the chairman of the Board, the chairman of the Radio Board, the chairman of the Television Board, and possibly another person if this appears desirable.

GRANTS-IN-AID COMMITTEE -- When funds are available to permit the making of grants-in-aid for the production of outstanding radio programs, this committee determines the standards to be established for such grants, arranges for proper notification to members, carefully considers, and weighs the respective merits of, proposals for such radio programs, and then makes recommendations as to which proposals should receive grants, and the sums to be allocated for each.

INSTRUCTIONAL TELEVISION COMMITTEE -- (Formerly the Closed-Circuit TV Committee) This committee is concerned with television as used for direct instruction and advises the President and Board on matters in this area, including possible Association activities (research, seminars, publications, etc.). Its functions include determination of needs in this area, investigation of new uses of TV for instruction, recruitment of instructional personnel members for the NAEB, and such other appropriate duties as called upon to perform.

INTERNATIONAL RELATIONS COMMITTEE -- *(The role of this committee may be summarized from a report prepared in 1959 in which the committee listed the purposes of NAEB international activities.) Program imports for use on the NAEB Radio Network; program exports, to provide outstanding educational programs from NAEB stations to other nations, liaison with broadcast organizations in other countries, as reflected in representation at international broadcasting meetings and similar areas; providing information to other countries through in-school kits, consultants and seminars; working with the State Department, USIA-VOA (and such other groups as UNESCO, the UN and others) both in the area of supplying programs and in working with them for mutual exchange of programs and other materials with foreign countries, and the promotion of greater understanding in the broadcast and education areas. This committee also largely handles for the Association, on behalf of the President, numerous relations with such organizations as the European Broadcasting Union, International University of the Air, International Music Council, and foreign broadcast systems, and advises with appropriate radio network committees on program acceptance and exchanges.

MEMBERSHIP COMMITTEE -- This committee is responsible for promoting membership in the Association in all categories, taking part in the membership-approval process, planning and conducting concentrated membership drives, and advising the President and Board on all matters pertaining to increasing membership in the NAEB. This year the committee has, at the request of the chairman, three sub-committees, each of which co-ordinates efforts for different classifications of membership.

PROFESSIONAL DEVELOPMENT COMMITTEE -- *Since the NAEB is the sole professional association in the area of educational broadcasting, it is incumbent upon it to assume responsibility for the maximum professional and educational development of radio and television as educational instruments. The achievement of this goal depends almost entirely upon the caliber and qualifications of the responsible personnel. The maintenance and improvement of standards depend upon an organized program for professional advancement. Such a program must be long-range. It must be current, farseeing and flexible. It must include opportunities ranging from the improvement of skills to the re-thinking of basic philosophies. It must provide opportunities for both recognition and advancement. It must develop leadership. Such a program depends upon different types of approaches: Centralized, on-going services must be provided, as in the case of continuing placement, engineering, and other assistance; where mechanisms do not exist elsewhere, the NAEB must itself operate intensive workshops and seminars; to meet individual needs not otherwise provided for, scholarships, consultation, and other more flexible types of support must be provided; and always there must be constant review and evaluation. (The foregoing is from a "Statement of Purpose and Objectives" developed by the NAEB Professional Advancement Committee, which exists to advise the President and Board on the matters listed, and to suggest specific steps to be taken, and means to implement them.)

PUBLIC RELATIONS COMMITTEE -- This committee is charged with general PR responsibility; it should remain sensitive to the Association's current PR position and provide guidance, constructive criticisms and suggestions for the Association's PR operations. This committee advises the President and Editor on all such matters and is expected to recommend activities ranging from day-to-day "publicity" to long-range promotional goals.

PUBLICATIONS COMMITTEE -- Primary responsibility shall be that of the overall policy and co-ordination of the NAEB Journal and the NAEB Newsletter. In this respect the committee shall function as advisory to the President and Managing Editor. Also, the committee shall assist in the preparation and procurement of materials for publication in the Journal and Newsletter. The committee shall also advise the President and Managing Editor with regard to other NAEB publications when such advice is requested, or seems desirable by the committee. ( Revised February 6, 1960.)

RADIO NETWORK COMMITTEE -- This committee is directly responsible for the selection of programs to be distributed by the NAEB Radio Network, other than in-school programs. In addition, this committee advises the President and Network Manager on matters pertaining to the NAEB Network, and conducts research both on its own initiative and at the request of the President or the Network Manager (such as the questionnaire designed to determine subscribers' opinions regarding the Network and its operation, a study of the program service pursuant to establishing a realistic cost figure for every program distributed by the Network, etc).

RADIO NETWORK SCHOOL COMMITTEE -- This committee has the same responsibilities regarding in-school programs as enumerated above for the Radio Network Committee in relation to non-in-school programs.

RADIO PLANNING COMMITTEE -- *This committee, formed in 1959, was charged by then-President William Harley with responsibilities in radio identical to those set forth below for television. Here, again, this committee will now work closely with the Radio Board, but its general duties will remain much as originally outlined by former President Harley, with the additions added in the above description.

RESEARCH COMMITTEE -- This committee advises the President and Board on all matters pertaining to research in the educational broadcasting field; provides leadership in defining research needs and in suggesting research programs for meeting these needs; seeks to stimulate and encourage significant research activities wherever they may be located; coordinates the research activities of the association and its committees; fosters research information exchange; conducts research seminars when feasible; and serves in a consultative capacity for research aspects of the projects of the association, its committees, or its members. (Revised February 2, 1960)

TV PLANNING COMMITTEE -- This committee, formed in 1959, was a consolidation of the former TV Development, TV Management and TV Programming Committees. Its responsibilities were outlined by then-President William Harley as follows: "This committee will have as its primary function advising the President and Board of Directors on activities and projects the Association should undertake in the field of television and assign priorities and indicate emphases. The committee will work with the Finance Committee (Note - Functions now assumed by Development Committee) on long-range planning, purpose and develop new projects in the television area, provide counsel on NAEB's posture toward and relationships with other organizations active in television, and, in general, co-ordinate the many varied activities of the Association in the field of educational television." With the steady progress toward inter-connected live networks in TV, this committee will carry out appropriate studies and advise on steps it believes the NAEB should take, with appropriate co-operation with other organizations in the field, when indicated. With the increased number of legislative and FCC proposals and developments, this committee will, when possible, be called upon to investigate and advise the TV Board, the NAEB legal counsel, and the President on positions to be taken by the NAEB in various relationships and presentations. It will also, seek to ascertain, however possible (including consultation with other TV committees) additional needed services in both closed and open circuit television, and recommend means of providing them. (This definition is subject for further revision and refinement by the NAEB TV Board, to which it serves as an advisory and idea-suggesting group. It has been suggested that this committee should meet whenever possible in conjunction with Center affiliate meetings of Station Managers, at the IERT, and NAEB Conventions.)

UTILIZATION COMMITTEE -- This committee, created in 1957, was in part in recognition of a need which had already become increasingly evident in the NAEB, and in part the result of the AERT-NAEB merger. This committee is divided into Radio and Television Subcommittees. It is responsible for recommending to the President and the Board proposed activities in the area of utilization of radio and television broadcasts for educational purposes and for suggesting ways of implementing those activities. When feasible the committee conducts service projects and arranges seminars and meetings designed to improve utilization practices. This committee's concern with utilization extends to the philosophy, means, techniques and procedures involved in the use of radio and television programs for educational purposes in school, college and out-of-school applications. (Revised February 18, 1960)

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